R.J. Reynolds Tobacco Company

J.A. MORRIS
Key Account Manager
Philadelphia Chain Accounts
Philadelphia Region
4601 West Chester Pike
Newtown Square, PA 19073
PHONE: 610-353-8666
FAX: 610-359-1576

June 13, 1996
VIA E MAIL

TO: Division Managers, Retail Manager, RJR Sales Reps., RJR Retail Reps.
in:

1122, 1126, 1128, 1130, 1131, 1221, 1222, 1223, 1225, 1226, 1229, 1244, 1322, 1326, 1330, 1332, 1334, 1622, 1623, 1626, 1636, 1638, 1738, 2925, 2926, 2927
With 7-Eleven Responsibility: ***CID NO. 0001-04-02***
ROUs: 1110, 1210, 1310, 1610, 1710 and 2910: Please handle distribution

SUBJECT: ***7-11 WRAP DISPLAYS/NON-SELF-SERVICE PLEXIGLAS COVER***

Ladies and Gentlemen:

At long last, both the 7-Eleven Wrap Displays and the Plexiglas non-self-service component are available. Please be advised that all 7-Eleven Wrap Displays have been ordered and that all Plexiglas covers have also been ordered. In some instances, your accounts will be getting an entire new display with cover and in some cases, only the non-self-service cover is being shipped because the wrap display was ordered and placed at an earlier date. Those stores requesting self-service will only get the wrap display.

All orders were placed between June 11th and June 13th and should be arriving on location in about 7 to 10 days. The shipping instructions on these displays ask that the store notify you, the RJR reps., of delivery. Please place and merchandise these racks during normal coverage.

We have had an extremely favorable response to our 7-Eleven 2-pack promotion in 7-Eleven and I want to sincerely thanks everyone for the efforts they put forth in making this program a success. Thank you also for your patience concerning the ordering and placing of the displays.

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Source: https://www.industrydocuments.ucsf.edu/docs/ffym0000

Have a great summer!

Warm regards,

Jim

J. A. Morris

JAM:des

cc: R. Kane
M. Young
J. Loftin
R. Farmer
P. Schmidt
G. Young

51863 0259

Source: https://www.industrydocuments.ucsf.edu/docs/ffym0000